

Using sports marketing methods by professional football clubs as a solution to respect the rules of fair financial play Case of Paris Saint-Germain club

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Abstract: Based on the case of Paris Saint-Germain club, the main objective of this study was to know the role of sports marketing methods in increasing the financial resources of professional football clubs, by addressing the various means used by clubs, represented in sponsorship contracts, in addition to The services provided by the club store, which can influence the purchasing decision of supporters motivated by loyalty to the club. We concluded that the use of sports marketing methods contributes to creating financial resources that can achieve financially stability for clubs according to the fair financial play rules.

Keywords: sports marketing, professional football clubs, sponsorship, club store, fair financial play.

I- Introduction :

The process of searching for financial resources to spend on activities related to the sports field is a major problem to meet the requirements of professionalism as an influential system that has imposed itself in the sports field, which may negatively affect the implementation of programs for professional football sports clubs, hence the problem of searching for a financial resource has become a major issue It is faced by professional sports clubs, Whereas, within the framework of the rules of fair financial play adopted by the Union European Football Association (UEFA), which stipulate that the club is not allowed to spend more than its income by forcing European clubs to reach what is called in economics the break-even point, which is the point at which revenues and expenditures equal This forces the clubs to restrict excessive spending and will force the clubs to pay attention to the marketing aspect and find new sources of income in order to avoid bankruptcy.

Therefore, the clubs seek to find solutions through the use of various sports marketing methods available to it, either from external sources and represented in sponsorship contracts concluded with large economic companies in exchange for huge deals and astronomical figures in exchange for obtaining publicity and marketing for their brand, considering that the global sports clubs of football constitute Promising investment opportunities for investors, so it has become commonplace to find the name of an airline or a telecommunications company on the shirts of professional football players, and huge advertisements appearing in football stadiums, The past years have witnessed the interest of Arab and Gulf investors in international clubs, especially European clubs such as Paris Saint-Germain, which is the

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subject of our study, or through self-sources in the sense of the club looking for financial resources by relying on its internal surroundings, such as selling clothes and sports equipment for the club in the club's store.

Through this article we will try to answer the following problem: What is the role of using sports marketing methods in bring financial resources for professional football clubs to ensure the respect of FFP rules? For this, we'll structure our article into three axes as follows:

- 1 Sport marketing in professional football clubs
- 2 Fair financial play rules
- 3 Case study: Paris Saint-Germain club.

II- sport marketing in professional football clubs :

1- Sport marketing:

1-1 Sport marketing concept: Sport marketing is the application of marketing concepts to sport products and services, and the marketing of non-sport products through an association to sport (Smith, 2008, p.03).

The term 'sport marketing' was first used in the United States by the Advertising Age in 1978. Since then it has been used to describe a variety of activities associated with sport promotion. Two distinct streams exist within the broad concept of sport marketing: marketing 'of' sport, and marketing 'through' sport (Shilbury, 2009, p.14- 15):

a) Marketing 'of' sport

This refers to the use of marketing mix variables to communicate the benefits of sport participation and spectatorship to potential consumers. Ultimately, the goal is to ensure the ongoing survival of the sport in rapidly changing environmental circumstances. This aspect of marketing has only recently developed in sporting organisations. Survival depends largely on the principal purpose of the sporting organisation. National sporting organisations predominantly associated with elite-level professional sporting competitions will be striving to develop their marketing mix to ensure that the sport product is attractive as a form of live entertainment and live broadcast through television, the internet, and other mobile outlets.

b) Marketing 'through' sport

Sponsorship of sport by firms is an example of marketing 'through' sport. Large corporations use sport as a vehicle to promote and advertise their products, usually to specifically identifiable demographic markets known to follow a particular sport. Sports with significant television time are very attractive to firms seeking to promote their products through an association with sport. Developing licensing programs is another example of marketing through sport. Typically, major companies such as Coca-Cola pay for the right to use a sport logo to place on their products to stimulate sales.

Prior to any sales, a sport product or service must hold a place in the mind of a consumer, in practice, this demands that a consumer is aware of the sport product or service and has responded to it in some way. The process of cultivating such a response is known as branding, and when a sport brand has grasped a firm place in consumers' minds, then it is said that it is positioned.

The consequence of successful branding and the acquisition of strong market positioning is not merely a single transaction. Rather, sport marketing reflects the establishment of an ongoing relationship between a sport brand and its users.

Sport marketing is the process of planning how a sport brand is positioned and how the delivery of its products or services are to be implemented in order to establish a relationship between a sport brand and its consumers (Smith, 2008, p.04).

1-2 Sport Marketing Mix Elements: the seven (07) component strategies of the sport marketing mix, composed of the traditional 4Ps of marketing plus the 3Ps of service: process, people and physical evidence, and a brief description of the 7Ps are as follows (Shilbury, 2009, p.06- 07):

- 1) Product: ensures that product characteristics provide benefits to the consumer (includes identifying the actual product).
- 2) Price: ensures that the product is priced at a level that reflects consumer value.
- 3) Place: distributes the product to the right place at the right time to allow ease of purchase.
- 4) Physical evidence: is the visual and/or tangible clues of the service product, such as the design and construction of the facility, and in general the aesthetic appeal.
- 5) Process: represents the convergence of the marketing and operations functions and therefore affects real-time service delivery and quality.
- 6) People: are responsible for delivering the event and are a major distinguishing quality factor in the consumption process.
- 7) Promotion: communicates the product's ability to satisfy the customer through advertising, personal selling, sales promotions, sponsorship, public relations and promotional licensing.

In sport, the combination and implementation of these marketing mix variables change due to the unique characteristics of the sport product. The most notable change from the traditional 4Ps of marketing is not only in its expansion to 7Ps, but in the order we recommend in determining marketing strategies for sporting organisations, particularly those reliant on facilities to host the sporting contest. This expansion and reordering also take account of the special features of sport and are described in the next section.

2- professional football clubs:

2-1 History of professional football (Drut, 2014, p.07-08): Although football-type games were already played in the 13th century, football in its modern form appeared in England in the mid-19th century. Several clubs joined together to form the Football Association in 1863 with the aim of establishing common rules and promoting the game. At that time, the sport was completely amateur. However, the clubs were attracted by the potential revenue from ticket sales and soon wanted to pay players to recruit the best players. Early payments were illegal and scandals were common. For the sake of transparency and to avoid hypocrisy, the FA accepted that football became professional in England as early as 1885.

In the second half of the 19th century, the English exported football to the rest of the world. It was in the United States that the first professional football league outside England was established in 1894. The history of professional football in that country is a winding one, as the league disappeared very quickly due to financial problems but also to the threat of the

US government to investigate the import of English players. Another attempt to set up a league also failed in the 1920s. Different organisations followed one another before the creation of Major League Soccer "MLS" in 1996, combining American and Canadian teams. The first leagues to formalise professionalism in football were rather southern European and South American countries: Czechoslovakia in 1925, Austria in 1926, Hungary in 1926, Spain in 1929, Argentina in 1931, France in 1932, Brazil in 1933, Chile in 1933 and Portugal in 1934. Northern European countries, in particular, lagged further behind: the Netherlands in 1954, Germany in 1963, Belgium in 1974, Denmark in 1985, Finland in 1990 and Norway in 1992. Recently, professional leagues have been established in Asia: South Korea in 1983 "K-League", Japan in 1992 "J-League", China in 1994 "Jia-A League, then Chinese Super League" and Thailand in 1996; then in Africa: Benin in 2009, Algeria in 2010 and Morocco in 2011.

2-2 The community significance of football clubs (FSA, 2019, p.02): Professional football clubs are not just ordinary businesses. They have a special status in their communities, built upon the loyalty of fans over generations and the important part football clubs play in the lives of millions of ordinary people. Professional football clubs are the greatest expressions of community identity in our nation. Recently, however, it seems that too many club owners have disregarded the over-riding welfare of the clubs themselves and their community significance, matters over which they, for the time being, have custody and treat their supporters' interests as subordinate to their own commercial interests. It is our firm view that reform is needed to apply better protection to certain key aspects of football clubs, which owners should be obliged to cherish and sustain, in the long term interests of the fans and the communities the clubs represent.

3- Sport marketing method used by professional football clubs :

Among the sports marketing methods most used by professional football clubs we find the following types:

3-1 sport sponsorship: Sport sponsorship has increased dramatically over the past two decades. For many large non-sport corporations like Shell, Coca-Cola, fly Emirates and Vodafone, sponsoring professional football clubs and athletes is an important part of their marketing strategies. Many different kinds of sport teams and individuals may be sponsored, including individual athletes, clubs and teams, events, leagues, unions, federations, competitions, venues and special causes. Sport sponsorship occurs when a sporting team, club, league, venue, cause or athlete is supported by a separate company or person. The recipient of the sponsorship is known as the sponsorship property or the sports property (Smith, 2008, p.192).

Sport sponsorship is a business agreement where one team provides financial or in-kind assistance to a sport club in exchange for the right to associate itself with the sport property. The sponsor does this to achieve corporate objectives such as enhancing corporate image or marketing objectives such as increasing brand awareness (Smith, 2008: 194).

Where there are many sources of profit and income for clubs in the world of football, and among these sources, the most important of which are the sponsorship of shirts in those clubs, and sponsorship of the shirt includes each of the sponsor who puts his logo on the club's shirt, and there is also a manufacturer of sports materials for the club, according to the

expert's website "Swiss Ramble" is the most ten (10) profitable European club sponsor of their shirts in 2020, according to the following table (Arbia AS, 2021):

Table (01): the most profitable European club sponsor of their shirts in 2020. U: million euro

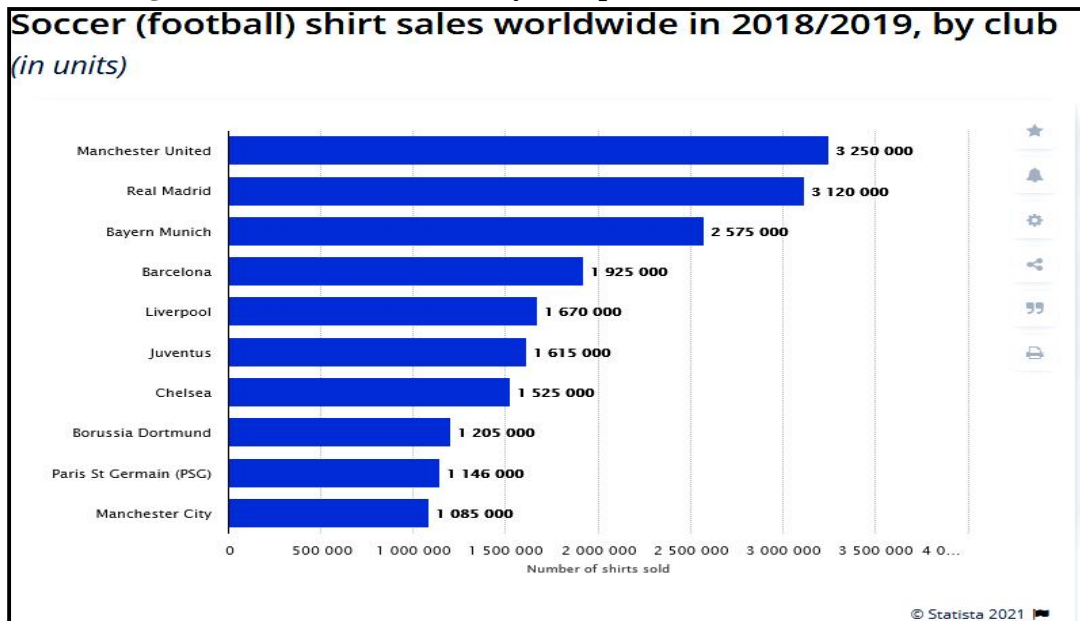
N°	The club	Shirt sponsor amount	Sports equipment supplier amount	Total amount
01	Real Madrid	70	110	180
02	Manchester United	72	85	157
03	Paris Saint- Germain	60	80	140
04	Liverpool	45	79	124
05	Manchester City	51	73	124
06	Chelsea	45	68	113
07	Arsenal	45	68	113
08	Juventus	50	51	101
09	Bayern Munich	35	60	95
10	Tottenham	45	34	79

Source: Prepared by researchers based on a video published on the AS Arabic website

Where we notice that European clubs get fantastic sums from sports sponsorship contracts and they are distributed between the shirt sponsor, which is usually one (exclusive) company, meaning the sponsoring company whose mark is placed on the chest of the team's shirt, as well as the supplier of sports equipment from various brands such as the Adidas brand, Nike and Puma.

3-2 Sports clothing marketing "club store": The effect of sportswear is showing more and more a behavioral pattern, and this is a result of the advertising sweeping of all places and times, and the payment by various means of human societies for consumption, and this is what encouraged sports producers to invest in selling sports products featured for the team, with the aim of strengthening a social relationship on several levels Highlighting the manifestations of belonging, as the Spanish team Real Madrid was able to market more than 1.2 million shirts for Cristiano Ronaldo at a price of 85 euro per shirt in the 2009/2010 season, and the following figure shows club sales statistics in 2018/2019:

Figure (1): Football shirt sales by European club in 2018/2019 season



Source: Citing the website: www.statista.com

Through the figure, we notice that the sales of club shirts were very large, as Manchester United occupies the lead with 3250 million shirts sold, followed by Real Madrid with 3.120 million shirts, and if the average price of a shirt is about 100 euro, we find that the total revenue of Real Madrid, for example About 325 million euro from the sale of the jerseys, as this amount will contribute to significantly reviving the club's treasury.

III- Fair financial play rules:

1- Contest of its adoption:

Compared to other economic sectors in Europe, European football was in full expansion, however, it soon became clear that the clubs were living beyond their means, in response to the deterioration of the clubs' finances, the owners decided to intervene personally by injecting equity capital. The question then arose as to whether the sports authorities should limit this intervention by the owners (Vandionant, 2016, p.24).

Initially, a principle of balanced management was adopted by the FFF following the financial crisis of French professional clubs in the 1980s. Within this framework, the FFF created a body, the National Management Control Directorate, responsible for monitoring the economic and financial viability of professional clubs.

During the 2004-2005 season, it was at the European level that things began to change, UEFA decided to set up a licensing system in order to restore the economic credibility of the clubs and increase transparency within them.

A few years later, the excessive indebtedness of some major clubs caused the European authorities to react. Following this reaction, the UEFA Strategy Committee validated the

principle of financial fair play in September 2009, which came into force two years later.(Drut, 2014, p.106).

A long and fairly tolerant transitional period was however provided for by UEFA to allow clubs to take the necessary measures to meet the conditions required for access to UEFA competitions in the long term. The FPF will therefore not be fully effective until the 2018/2019 season (Durnad and Dernet, 2013, p.83).

2- Control organization (Vandionant, 2015 -2016, p.27):

As soon as the rules on the FPF were introduced in May 2010, a financial control panel for clubs was set up. This panel was replaced in 2012 by the Club Financial Control Instance of UEFA. This Organization is now considered as a UEFA body for the administration of justice.

The CFCI is competent to assess whether the club monitoring requirements set out in the regulations are respected by the licensed clubs. If a club does not fulfil these requirements, it is likely to be subject to disciplinary measures by the CFCI.

According to UEFA, the final decisions of the CFCI "cannot be appealed to the Court of Arbitration for Sport in Lausanne".

The CFCI also has the power to decide on cases relating to the eligibility of a club to UEFA competitions, cases concerning the admission of clubs to UEFA interclub competitions. Its responsibilities are set out in Article 53 of the Regulations. One of them is to ensure equal treatment of all the beneficiaries of the license.

At a meeting of the UEFA Executive Committee in mid-September 2015, it was decided that Yves LETERME, former Belgian Prime Minister, would hold the position of Chief Investigator within the CFCI.

3- Penalties :

In the event that a club does not comply with the regulations on financial equilibrium, the CFCI, which has considerable leeway, decides on the penalties to be imposed.

In case of non-compliance with the regulations, exclusion of the offending club is not automatic as alternative measures are provided for. The list of sanctions appears as follows:

- a warning.
- Reprimand, For example, as the Portuguese club Vitoria SC in 2013.
- fine, as PSG or Manchester City in the amount of 60 million euro each club, 20 million of which are firm.
- Deduction of points.
- Withholding of income from a UEFA competition.
- Prohibition to enter new players in UEFA competitions.
- restriction of the number of players a club may enter to participate in UEFA competitions, including the financial limitation of the overall costs of staff benefits for players on the A list for the purposes of UEFA competitions, as PSG or Manchester City in 2014.
- Exclusion from current and/or future competitions, as Dynamo Moscow and AS Galatasaray.
- Withdrawal of a title or merit.

It can be deduced from the progressive nature of the list that exclusion from the competition will only be a last resort and that it appears to be the only means of guaranteeing equal treatment between European clubs (DURNAD and DERNIT, 2013, p.86).

In order to establish a sanction for a club that has not complied with the FPF, the ICFC may take into account seven elements, in accordance with Annex XI of the Rules. However, no clear correspondence is established between the nature or degree of infringement and the proportionality of the sanction. On the contrary, it would appear that the fines are rather proportional to the wealth of the club.

However, these sanctions are not the only solution to the FPF's non-compliance. Prior to the sanction, the ICFC may enter into a settlement agreement with a club in order to allow the clubs to regain their financial equilibrium by a pre-agreed deadline.

IV- Case study "Paris SaInt Germain club":

1- Presentation of club: We will present a card about the Paris Saint-Germain Club (PSG.fr, 2021):

- Full name: Paris Saint-Germain Fotball Club –PSG- Les rouges et bleus –Paris.
- Date of founded: August 19, 1970
- Club colors: red, blue and white.
- The Club Stadium: Parc Des Princes, it accommodates 45 thousand and 929 supporters.
- The club headquarters: 24, commander Guilbaud Street, 75016-Paris.
- Club President: Nasser Al-Khelaifi.
- Title and Achievements:
 - ✓ Ligue 01: 09 times the French championship "1986, 1994, 2013, 2014, 2015, 2016, 2018, 2019, 2020"
 - ✓ French Cups: 10 times "1982, 1983, 1993, 1995, 1998, 2004, 2006, 2010, 2015, 2016, 2017, 2018, 2020"
 - ✓ French League Cups: 09 times "1995, 1998, 2008, 2014, 2015, 2016, 2017, 2018, 2020"
 - ✓ International Achievements: 01 time the UEFA Cup Winners Cup in1996

2- PSG and Financial Fair Play rules story: If UEFA wanted to find one club to illustrate the concept of 'financial doping' it would probably point to Paris St-Germain (FFP, 2013).

Although the club hasn't posted formal accounts for two years, they have had to provide figures to the DNCG [the organisation that oversees club accounting on behalf of the Ligue de Football Professionnel (LFP)]. DNCG publishes the account information and I have attached the relevant page for PSG for the year ending June 2012.

Figure (2): Financial position of PSG published in June 2012

PARIS SAINT-GERMAIN	
(SASP + ASSOCIATION)	
Compte de résultat	
<i>En millions d'euros</i>	
Droits audiovisuels Media	47 013
Sponsors - Publicité Commercial	24 597
Recettes matches Match-Day Income	26 352
Autres produits Other	126 426
TOTAL PRODUITS HORS MUTATION	222 387
Rémunération du personnel chargée Wages	117 342
Coûts des mutations Amortisation	41 043
Autres charges Other expenses	55 604
TOTAL CHARGES HORS MUTATION	213 988
RÉSULTAT DES OPERATIONS HORS MUTATION	8 399
RÉSULTAT DES OPERATIONS DE MUTATION	2 657
Résultat financier	- 1 810
Résultat exceptionnel - Autres	- 14 697
RÉSULTAT AVANT IMPÔT	- 5 451
Impôt société	0
RÉSULTAT NET	- 5 451

Source: Citing the website: www.financialfairplay.co.uk

Although the club made a loss of 5.5 million € the item to look at is the red highlighted item ‘Other’ for €125m. Without this mysterious item, the club would have made a staggering loss of €130 million in the first season of the FFP Monitoring Period. So, what was this 125 million €?

In January 2013, PSG announced that it had signed a huge deal with the Qatar Tourist Authority (QTA). The precise amount of the deal was a little vague but it appears the revenue may be around €200m a year. When the deal was announced the club advised that it would be backdated – at the time many believed this meant to the beginning of the 2012/13 season. However Le Parisien reported that the deal would actually be backdated to the previous season. Now that we see figures, it is apparent that this is exactly what the club has done – a deal agreed in January 2013 for promoting the Qatar Tourist Authority has been backdated to the year before the deal actually existed!

It is interesting to note that for all that money, the QTA doesn’t even get their names on the club shirts (that honor goes to Emirates airline). All QTA receive for their money is the rather nebulous benefit of association with the club (plus promotion within the ground). Even if the stories about renaming the 'Parc de princes' as 'Parc de Qatar' ultimately turn out to true, it’s hardly a decent return for the 325 million euro that they have already paid to the club.

Fortunately, this outrageous deal will be assessed by UEFA’s CFCB panel. It is very likely that QTA would be considered to be ‘related’ to the PSG owners (both have the same beneficial owners - the Qatari government). Under UEFA FFP rules, all ‘related party transactions’ will have to be assessed by the CFCB and a ‘fair value’ assigned to the deal. Determining a ‘fair-value’ won’t be easy but the panel will look at precedents such as the Azerbaijan Tourist Board’s €20m a year shirt sponsorship of Atletico Madrid. The CFCB panel are actually independent from UEFA and, as we saw with their decision to ban Malaga from the UEFA competition for having ‘overdue payables’, they are prepared to take tough

decisions. The writing appears to be on the wall for PSG - in January UEFA General Secretary Infantino warned PSG that they couldn't 'cheat' the rules.

In 2018, Paris Saint-Germain should explain the details of the largest deals on the history of the club and European clubs until the moment. The first on Brazilian Diamond Neymar is a standard of 220 million euros and the second relating to Kylian Mbappé, which was said to be 180 million euros.

Officials led by President Nasser Al-Khulaifi clarify whether these two Sortcons have been vacated by the clean-up law, which forces football clubs not to spend amounts more than the incomes in the fiscal season. There are already urgent calls within the corridors of UIVA calls for tightening laws on the clean play.

3- Sport marketing method used by PSG:

3-1 Sponsor in paris saint-germain: the club has a wide variety of sponsors, as follows (PSG.fr, 2021):

-Principal partners: NIKE and ACCOR LIVE LIMITLESS.

-Premium partners: QATAR, ooredoo, QNB, VISIT RWANDA, RENAULT, deliveroo, QATAR Airways, Orange, beIN sport, NIVEA MEN, EA sports... etc.

-Official partners: coca cola, Mc Donald's, MSC croisieres, UNIBET, REPLAY, HUBSIDE.... etc.

Where about 30 sponsors and sponsors vary as follows:

- **Financial** as a ACCOR LIVE LIMITLESS brand with the largest amount around 150 million annual euro and also finds Qatar Air between 5 and 10 annual euro.

- **Material** as a nike brand about equipments and sportswear.

- **Services** as the ooredoo for Telephone and Internet.

3-2 Paris Saint-Germain club store: The Paris Club store is one of the most important sources of income, in which various sports clothing and supplies are marketed to meet the needs and wishes of delegates of the team, while providing the official online store feature at the team's website. when we find a lots of products as Jordan, kits (home, outside, third and fourth shirt, goalkeeper, handball), training, shop by players, men, women, children, children, gifts and accessories (gloves, socks, hats, scarves and face coverings).

Some media reports revealed that Paris Saint-Germaine has raised its sales dramatically during the season "2017-2018" after his contract with the Brazilian attackers Neymar Da Silva from Barcelona and Frenchman Kylian Mbapé from Monaco during the summer of 2017.

The club said that the club has sold 900,000 shirt last season, including about 250,000 shirt for Neymar, pointing out that 10,000 shirt for Brazilian stars were sold in only one day, through official stores in France and The figures confirmed that Sales of Paris Saint-Germain, rose enormous proportions after becoming the brightest names along the style of Neymar, Mbappé, Angel de Maria, Marco Veratti and others.

The club has become a senior European clubs in sales of its shirts in the global market, but only Barcelona and Real Madrid and Manchester United are not excellently. , Pre-contract with the names since the transfer of ownership of Qataris in 2011.(Elaph.com, 2018).

V- Conclusion:

Through all the previously addressed and after the study of the situation of Paris Saint-Germain, we will reach that the use of sports marketing methods and indicate each of the sports care and marketing products and sports clothing (club store) that will create financial revenues with the help of professional clubs Foot to respect financial fair play rules, that imposed by the Union European Football Association (UEFA), which requires clubs to balance expenditure and revenue, where they should ensure every year not to provide a deficit of more than 30 million euro accumulated within the last three years.

Here are the most important results:

- Mathematical marketing methods have great interest by professional football clubs
- Sports care and club shop are one of the most important sports marketing methods using clubs
- Sports care play an important role in raising the incomes of professional football clubs.
- The diversity of sponsors at the club allows financial stability.
- Marketing Sports Products Sports Creates Financial Income Club.
- Clean financial assets are based on the principle of equality among all aspects of the European Football Federation
- Violation of clean fiscal players with fictional amounts presents harsh penalties to limit deprivation from participating in international competitions
- Paris St. Germain Club from the largest clubs exposed to clean fiscal games due to fantasy deals for players,
- The large number of sponsors inside the Paris Club allowed the financial balance in light of the club to investigate by the clean fiscal play body.
- Marketing Sports Clothing at Paris Club enabled the creation of significant money under the contract with prominent players as Neymar and Mbapé
- The Paris Club is used by the electronic marketing of its products via the club's official website with all services and is what will achieve competitive advantage and customer satisfaction
- The list of sponsors at the Parisian club is that a large group of them from the State of Qatar, which is the country of the club president and is a somewhat educated on the FFP rules.

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